

5 Health-Centric Hospitality Management and Service Quality

After reading this chapter, you should be able to:

- Identify and evaluate the core principles of health-centric hospitality and their role in shaping resilient accommodation services.
- Analyse how guest services have been adapted post-crisis, particularly through digitalisation, automation, and customisation.
- Critically assess the implications of robotics and contactless technologies on guest comfort, service quality, and the hospitality experience.]
- Demonstrate understanding of the importance of inclusive service strategies, including the accommodation of vulnerable guest populations and culturally diverse expectations.
- Explain and apply key staff training principles in crisis management, emotional resilience, and effective communication within hospitality environments.

Introduction

This chapter will explore how the accommodation sector is redefining service quality through a health-centric lens, particularly in the context of resilience and crisis preparedness. It begins by briefly acknowledging the foundational role of hygiene and sanitation in safeguarding guest safety before shifting focus to the evolving landscape of guest services. It will then examine how accommodation providers are adapting service design through contactless technologies, automation, and personalised safety options to meet heightened guest expectations for both physical safety and emotional comfort. This chapter will then investigate the growing use of robotics and automation in reducing risk, while